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International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁶ : G06F 17/60	A2	(11) International Publication Number: WO 99/33013 (43) International Publication Date: 1 July 1999 (01.07.99)
(21) International Application Number: PCT/US98/27013 (22) International Filing Date: 18 December 1998 (18.12.98) (30) Priority Data: 08/995,126 19 December 1997 (19.12.97) US (71) Applicant: A.C. NIELSEN COMPANY [US/US]; 150 North Martingale Road, Schaumburg, IL 60173-2076 (US). (72) Inventors: JOHNSON, Barbara, Elizabeth; 285 Walter Avenue, Elk Grove Village, IL 60007 (US). MARTIN, James, Charles; 18898 Linden Avenue, Grayslake, IL 60030 (US). RABOLT, Kenneth, Francis; 33 Chelsea Lane, Cary, IL 60013 (US). HEALY, Keri, Anderson; 721 Park Avenue, Bainbridge Island, WA 98110 (US). BYRON, Danielle, Anne; 6255 N. Sheridan Road #30, Chicago, IL 60660 (US). BERZKALNS, Ilga, Anita; 8145 North Greendale, Niles, IL 60714 (US). (74) Agent: McCracken, William, E.; Marshall, O'Toole, Gerstein, Murray & Borun, 6300 Sears Tower, 233 South Wacker Drive, Chicago, IL 60606-6402 (US).		(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG). Published <i>Without international search report and to be republished upon receipt of that report.</i>
(54) Title: MARKET RESEARCH DATABASE HAVING HISTORICAL CONTROL DESIGNATOR (57) Abstract A market research database contains a plurality of sets of product related information. Each set of product related information relates to a corresponding market aspect of products. For example, a set may relate to packages in which products are contained, another set may relate to brand names of products, still another set may relate to business enterprises which package, distribute, or market products, and so on. Each set includes a current layer of product related information, wherein the current layer of product related information is in current time. The product related information in the current layer of each set of product related information includes a control designator. The control designator permits direct access to the current layer of product related information substantially exclusive of other product related information.		